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ABSTRACT

In 1990, a needs assessment survey was conducted of residents of San Luis Obispo County to gather information regarding community members' experiences with Cuesta College (CC), opinions about what CC should be doing, assessment of how good a job the college is doing, and obstacles preventing people from attending CC. Study findings, based on telephone interviews with 769 adult county residents, included the following: (1) over 90% of the respondents were able to identify CC as the local community college; (2) nearly 60% had attended a community college, and, of these, 53% had attended CC; (3) over 15% said that they planned to attend CC in the next 12 months; (4) 47.3% of the respondents indicated that an important obstacle to attending CC was that the campus was not conveniently located for them, 43% said that the college did not offer what they needed, 39.4% mentioned job conflicts, and 33.8% indicated that they needed a more advanced degree; (5) while 87% of the respondents indicated that it was "very important" for CC to provide education and training which help people get jobs, only 18% of the respondents felt that CC was doing an "excellent" job in fulfilling this function; and (6) 43% of the respondents indicated that they or their family had taken part in non-class activities at CC, including theatrical events and concerts. A question-by-question breakdown of survey results and the interview schedule are appended. (JMC)

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Cuesta College

San Luis Obispo Community College District

General Community Needs Assessment

Conducted for the development
of the Educational and Facilities Master Plan

Prepared by
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May-June, 1990

JC 910106

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EXECUTIVE SUMMARY

The San Luis Obispo County Community College District/Cuesta College has completed a needs assessment of the community as part of the development of its Educational and Facilities Master Plan. Seven hundred and sixty-nine adults from San Luis Obispo County were polled by telephone. Respondents were asked about their experiences with Cuesta College, what they thought Cuesta College should be doing, how good a job Cuesta College is doing, and what obstacles prevent people from attending Cuesta College. The following picture developed as a result of the survey:

- Cuesta College is a well recognized name in San Luis Obispo County.
  - Ninety-nine percent of the respondents had heard of Cuesta College.

- Cuesta College is servicing a large proportion of San Luis Obispo County residents.
  - Almost one-third of the adults polled have attended Cuesta College. The main reasons given for attending Cuesta College were to:
    - get a degree
    - personal improvement and enrichment
    - prepare for work
  - Forty-three percent of the respondents said that they or their family had taken part in other, non-class activities at Cuesta College.
    - The performing arts such as theater and concerts have been the most popular with residents in the past, and elicit the greatest interest from others who have not yet attended other activities at Cuesta College.

- Cuesta College should focus on essential tasks:
  - When asked what a community college like Cuesta College should be doing the respondents said:
    - providing education and training that help people get jobs
    - providing classes that people can use to transfer to a four year college or university
    - helping people improve on basic skills such as reading and writing

- The residents of San Luis Obispo County do not have enough information to judge the quality of work done at Cuesta College.
  - Often over half of the respondents said they did not know how good a job Cuesta College was doing in specific areas such as job training, and life long learning.
  - However, more than three quarters of the people polled rated Cuesta College as doing a "good" or "excellent" job overall.

- Location is the worst problem facing prospective students at Cuesta College.
  - The problem is the most prevalent in the north and south county.
    - Forty-seven percent of the people who had never attended Cuesta college reported that the campus' location makes attendance inconvenient.

METHODOLOGY

OVERVIEW

The San Luis Obispo Community College District/ Cuesta College is developing an Educational and Facilities Master Plan. One component of the plan is input from the community. With that intent, Cuesta College commissioned a needs assessment of the adult population of San Luis Obispo County. Also commissioned was a training needs assessment of employers in San Luis Obispo County. This report discusses the general community needs survey. Appendix A reports the results in detailed tabular form.

There are several questions that need to be answered for the Educational and Facilities Master Plan. How have residents of San Luis Obispo County used community colleges in general, and Cuesta College in particular? Why do people take courses at community colleges? How many people plan to attend Cuesta soon, why, and what services will they need? For the people who have never attended Cuesta College, what has kept them from attending? What educational programs and services do they feel community colleges should be providing and how well is Cuesta College doing in these areas? What new programs and services should be developed at Cuesta College for the 1990's? The survey was designed to provide answers to these questions.

Technique

From Monday, May 21 through Tuesday, May 29, 1989 a telephone survey of adult residents of San Luis Obispo County was conducted. The survey was conducted on weekday evenings and Saturday. The telephone interviews were conducted by trained interviewers. "Random-digit-dialing" was used as the sampling technique and the interviewers recorded all responses on standardized questionnaire forms. Appendix B contains a copy of the questionnaire and related materials.

The basic questionnaire was developed using a previous Cuesta College questionnaire conducted in 1980. This was done for two reasons. First, there was an interest in examining the change in responses that have taken place during the preceding decade. Second, the

College Research Committee agreed with the researcher that the survey instrument was strong, and that it would be efficient to build upon this preexisting work.

Seven hundred and sixty-nine respondents were interviewed. Presuming no response nor sampling bias, the results should be accurate to within plus or minus 3.5% at the 95% confidence level. That means that if we were to poll the entire adult population of San Luis Obispo County we could be 95% sure that the results obtained from everyone would be within $\pm$ 3.5% of the results contained in this survey[1].

FINDINGS

RECOGNITION OF CUESTA COLLEGE

Cuesta College has a high level of name recognition. When asked " . . .do you know the name of the community college in your area," over ninety percent of the respondents gave "Cuesta College" as their answer. Of the 9% who gave a different answer, or said they did not know, all but 7 respondents indicated they had heard of Cuesta College. Thus, 99.1% of the respondents contacted had heard of Cuesta College.

PAST USE OF COMMUNITY COLLEGE CLASSES

Respondents were asked, "Have you ever attended classes at a community college?" Close to sixty percent said "Yes," and of these respondents almost 53% (or 31.6% of the full sample) said that the community college they had attended was Cuesta College. When asked what best describes the main reason for taking community college courses, forty-one percent said that they did it "to get a degree." Of these people, almost half said they were trying to get a BA/BS degree and over one-third said they were getting an AA degree.

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[1] In addition, the age and race/ethnicity of the sample were compared to the 1990 projections generated by the San Luis Obispo Area Coordinating Council and were found to be consistent.

Thirty-four percent of the respondents said they attended community college classes "for personal improvement and enrichment." Thirty-one percent said they did it "to prepare for work." Of the people who said they were preparing for work, almost 41% said they wanted to move up in their current line of work and almost one-quarter said they were training for a different type of work.

PLANS ABOUT THE FUTURE USE OF CUESTA COLLEGE CLASSES AND THE NEED FOR SPECIAL SERVICES

Over 15% of the people contacted said that they plan to attend Cuesta College in the next 12 months. All respondents were asked "If you **were** to attend Cuesta College, do you believe you would need any type of counseling?" Over one-third said "yes" to this question. Sixty-three percent of these people said they would need academic counseling, 53% said they would need vocational counseling, 56% said they would need services for career information, and 34% said they would need placement services. Thirty-eight percent said they would need financial aid.

OBSTACLES TO ATTENDING CUESTA COLLEGE

Respondents who had **not** attended Cuesta College were asked "There are many obstacles that make it difficult for a person to attend community colleges. I am going to read a list of some of these reasons. As I read each one, please tell me whether it is very important, somewhat important, or not at all important to you as an obstacle to **attending Cuesta College.**"

Close to half of the respondents (47.3%) said that an important obstacle was that "the community college campus is not conveniently located for me." Forty-three percent said that "the community college doesn't offer what I want or need." Obstacles also mentioned frequently were that "going to a community college would conflict with my job"(with 39.4%), and "I need a more advanced degree" (with 33.8%).

INVOLVEMENT WITH OTHER CUESTA COLLEGE ACTIVITIES

The respondents were asked if they or their family had ever attended or taken part in any other activity at Cuesta College. Forty-three percent said "yes" to the question. Of these people, almost 34% said that they had attended concerts, while 30% said they had attended the theater.

Respondents who had not previously attended other Cuesta College activities were asked if they had ever thought about participating in such an activity. Almost 25% said yes, and 40% of these people said that the performing arts were what interested them the most.

PERCEPTIONS ABOUT THE TASKS OF A COMMUNITY COLLEGE

Respondents were told "Here are some statements that describe different purposes of California community colleges. As I read each one, please tell me how important you feel it is for Cuesta College to be doing this and then how good a job you feel the college is doing." There were seven statements, and the order of the statements was rotated from questionnaire to questionnaire to avoid any response set that may be due to the questions being asked early or late in the sequence.

The importance of various duties.

Eighty-seven percent of the respondents, the highest for the series of statements, said that it is "very important" for Cuesta College "to provide education and training which help people get jobs." This was followed by 84% of the respondents who said it is "very important" for Cuesta College "to provide classes which people can use to transfer to a four year college or university" and by 82% who said it is "very important . . .to help people improve basic skills such as reading and writing." Only one of the seven statements, "to provide classes so people can develop an understanding of themselves and their surroundings," received less than half the respondents saying it is "very important" (with 47.4% saying "very important").

Perceptions about the job Cuesta College is doing.

The most notable thing about the series of seven questions asking respondents how well Cuesta College is doing in these areas is that many people say they do not have enough

information to make a judgement. In every case over a third of the respondents said they had "no opinion" or "did not know." Over half the respondents said they had "no opinion" or "did not know" how good a job Cuesta College is doing in providing (1) services such as counseling, job placement, etc., and (2) basic skills such as reading and writing.

Only 18% of the respondents said that, in their opinion, Cuesta College is doing an "excellent" job in providing education and training for jobs, which was the statement ranked as the most important thing for Cuesta to be doing. Twenty-six percent said it is doing an "excellent" job in providing classes for transfer students, which is ranked as the second most important thing for Cuesta to be doing. Figure 1 illustrates this contrast.

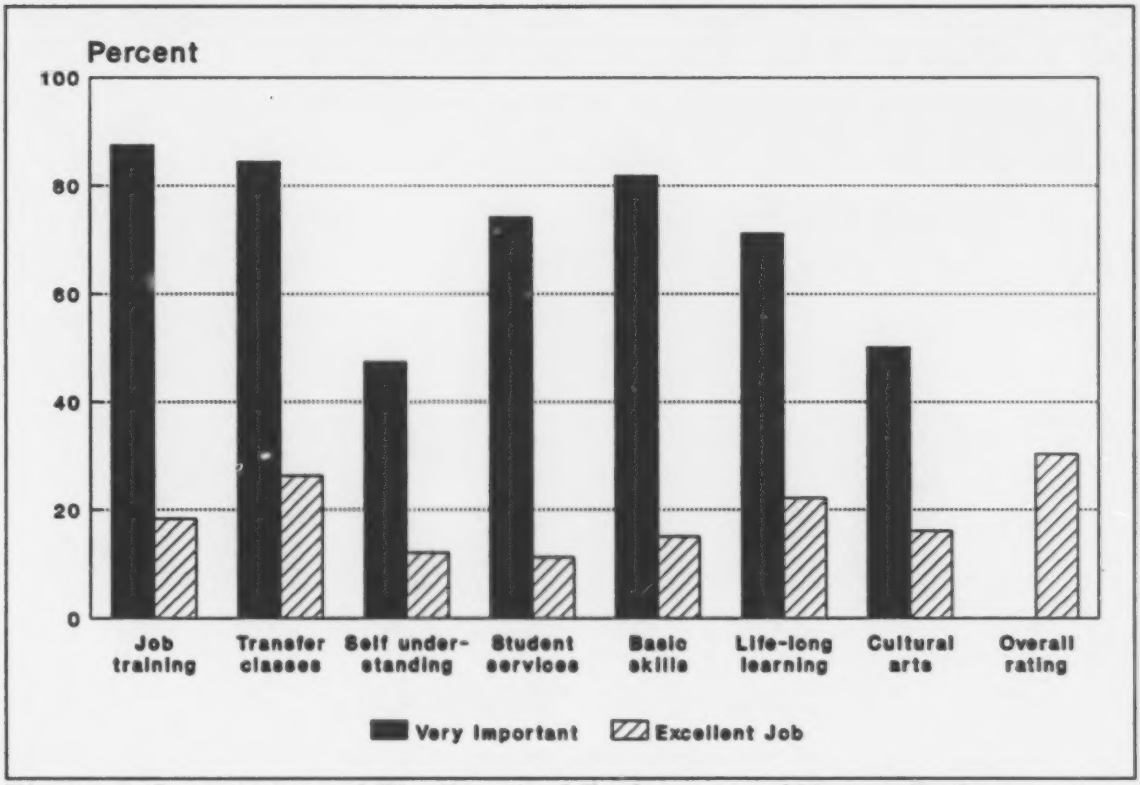

Figure 1 Importance and The Perceived Performance of Various Tasks

However, even within this context, 30.3% of the respondents said that Cuesta College has done an excellent job overall. Seventy-nine percent said that Cuesta College has done

and "excellent" or "good" job overall. It would appear that much of the public, while not knowing many specifics about what Cuesta is doing, would still like to be supportive of the college.

DEVELOPMENT OF OTHER PROGRAMS OR ACTIVITIES

Respondents were asked if there are other programs or activities that Cuesta College could offer that they would like to see developed? By far the greatest responses were such things as "I cannot think of anything" or "I don't know." Over two-thirds of the respondents gave such a response. The "consensus" is striking when one compares the next highest response category, which was for more vocational courses, but which had a mere 3.7% of the respondents suggesting more courses in this area.

EMPLOYMENT STATUS AND PLANS

Close to two-thirds of the respondents are employed, and three-fourths of these are employed full-time. Of the full-time employees, 55% said they intended to stay in the same kind of job, while 44.1% said they will either be moving up to a more advanced position or change the type of work they do altogether. Sixty-two percent of the people who are planning some type of full time change also said they will need to get additional training.

Twenty-two percent of the employed respondents are employed part time, and 74% of these plan to continue part time work, while 18% said they will be seeking full time employment. Twenty-eight percent of these respondents said they will need to go somewhere to get additional training.

One-third of the respondents are unemployed. Only 14% of these respondents said they will be seeking employment in the near future. Forty-four percent of these said they will need additional training.

Out of the people who said they will need more training (whether they are currently employed full or part time, or unemployed), 35.7% said that they will need training in business or government (eg. management, accounting, etc.). This was followed by

engineering with 17.5% of the respondents expressing an interest, and then by computer skills, with 12.7% expressing an interest.

BACKGROUND CHARACTERISTICS

The respondents were also asked some questions about their households, educational and racial background, age and income. Finally, their gender and the city where they lived were recorded.

The individuals interviewed come from homes with 2.7 people on the average. The respondents have obtained an average of 14.5 years of formal education. Eighty-nine percent are white, 2.2% black, 1.3% asian, and 2.0% American Indian. Eight percent said they are of Hispanic or spanish descent, and 61.7 % of these people said they are of Mexican descent.

Ten percent of the respondents said that they speak a language other than English on a regular basis. Two-thirds of these people said that the language was Spanish. Eighty-five percent of the people who speak another language on a regular basis said that they would prefer the courses at Cuesta College be taught in English, while 7.5% said they had no preference, and 7.5% said that they would like the classes taught in their other language.

Eight percent of the people said that they have a physical, communication, or learning disability that might make it difficult for them to participate in regular community college activities. One-third of these people have mobility or orthopedic limitations, while 12.5% have a visual limitation, 12.5% have a hearing limitation, and 12.5% have a learning disability.

The respondents have lived in San Luis Obispo County for an average of 14.6 years, and average 43.3 years old. Twenty percent of the respondents have household incomes of below $20,000, while 35.2% have household incomes of between $20,000 and $40,000, 21.7% have household incomes of between $40,000 and $60,000, and 16.5% have household incomes of over $60,000. Five percent of the respondents refused to answer the question about household income.

The sample was almost evenly divided between males and females. Almost one-third of the respondents live in the north county, 26.5% live in the south county, 24.2% live in the city of San Luis Obispo, and 17.6% live in the north coastal areas of the county.

COUNTY REGIONAL DIFFERENCES

It became obvious during the interviewing that respondents in various parts of the county viewed Cuesta College differently. The trend for north and south county residents to see access to Cuesta as difficult is particularly obvious. Figure 2 illustrates this difference graphically, and the tabulations supporting this observation are presented in Tables 22 through 32 in Appendix A. The differences are pronounced when one examines people's attitudes about transportation to Cuesta College as an obstacle to attending Cuesta. Twenty-one percent of the respondents in the north and south county said that transportation is a very important obstacle in attending Cuesta College, while only 8.8% of the respondents from San Luis Obispo and the north coastal areas said it is a very important obstacle. Statistically these are real differences and are unlikely to be due to chance (eg. they are statistically significant)[2].

When examining the location of Cuesta College as an obstacle to attending, the differences between the areas of the county are even more extreme. Thirty percent of the north and south county respondents believe that location is an obstacle, while only 8.8% of the people in the rest of the county believe it is an obstacle, and again this is a statistically significant difference between areas.

Finally, north and south county residents are the least likely to say that, overall, Cuesta College was doing an "excellent" job, although they still believe that Cuesta College is doing a good job. Again there is a statistically significant difference between the areas.

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[2] Statistically significant differences were determined using the significance level for Chi Square. The significance level indicates the probability that the observed differences are due to random error (eg. sampling error). Whenever it is noted that the differences are "statistically significant, this means that the probability of Chi Square was .05 or less.

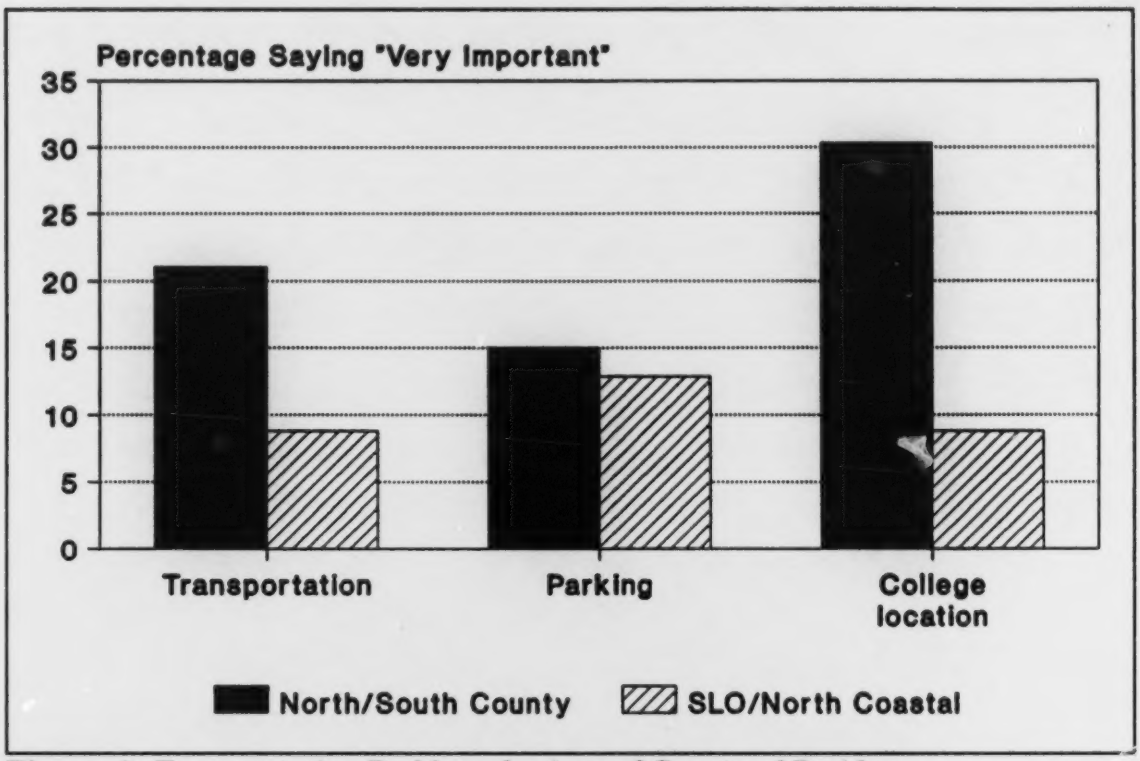

Figure 2 Transportation Problems by Area of County of Residence

COMPARISONS WITH THE 1980 SURVEY

In 1980 a similar survey was conducted of approximately 400 adult residents of San Luis Obispo County. Table 33 in Appendix A summarizes the results for the 1980 and 1990 surveys. It becomes apparent that there are few major differences even though the ordering of questions was often changed and, in a few instances, the wording was changed. Most differences which are found can be attributed to a difference in the sampling techniques used. The 1980 survey attempted to oversample young males, while the current survey attempted to obtain a more representative sample[3]. As a result, the 1990 sample is much

[3] The 1980 survey attempted to get ". . .the **youngest male** adult 18 years of age or over..." (It was determined at the outset that the 1990 survey would attempt to (continued...)

more in line with other surveys conducted in the county (and by Impact Research Associates, the contractor for the current survey). The respondents in the 1990 survey are older and are more equally balanced between men and women than was the case with the respondents in the 1980 survey.

CONCLUSIONS

Two conclusions stand out in the findings of the 1990 Needs Assessment Survey. First, there is the need for San Luis Obispo County Community College District to provide increased services to both the north and south county areas of San Luis Obispo County. Findings from those areas consistently point to location and transportation as obstacles to attending Cuesta College. Few people familiar with Cuesta College would be surprised by this finding, especially for the north county. The distance and obstacles, or "frictional space", from the north county to Cuesta College are considerable. North county residents must travel a considerable distance (34 miles one way from Paso Robles to Cuesta College), and must also travel over the Cuesta grade. There is no indication of special program needs in the different areas of the county. The residents simply want Cuesta College's offerings to be offered closer to their homes in the north and south county.

The second conclusion which stands out is that a large proportion of residents in San Luis Obispo County do not have an understanding of Cuesta College's accomplishments. While the raw survey data, combined with the views of the interviewers after many hours of interviewing respondents, indicate that the public wishes to be supportive of education

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[3](...continued)
sample all adults.) An attempt was made in the 1980 survey to oversample males. This is a common technique with telephone interviews because men are generally less likely to cooperate and extra effort usually needs to be taken to compensate for this fact. The 1990 survey started with this same philosophy, but it became obvious after the first 100 interviews that the men in San Luis Obispo County were more cooperative than had been expected. After the first 100 interviews the interviewers asked for any adult.

in general, and Cuesta College in particular, the lack of knowledge about the programs and activities at Cuesta College makes the support weak. Since San Luis Obispo Community College District is dependent upon the good will of the residents of the county, disseminating information about the accomplishments at Cuesta College would be advantageous.

Appendix A

Results of the Cuesta College Community Needs Assessment, 1990

1. First, do you know the name of the community college in your area?

Cuesta College	
Percent.....	90.9%
Number of respondents.....	699
Cal Poly	
Percent.....	2.5%
Number of respondents.....	19
Allan Hancock	
Percent.....	2.6%
Number of respondents.....	20
Other	
Percent.....	.1%
Number of respondents.....	1
None	
Percent.....	3.9%
Number of respondents.....	30

1.A. We are calling about another college in your area which is called CUESTA COLLEGE. Before I called, had you ever heard of this college?

Yes	
Percent	90.0%
Number of respondents	63
No	
Percent	8.6%
Number of respondents	6
Do not know	
Percent	1.4%
Number of respondents	1

Asked only if respondent did not answer CUESTA to Question 1.

2. Have you ever attended classes at a community college?

Yes	
Percent	59.7%
Number of respondents	455
No	
Percent	40.3%
Number of respondents	307

2.A. What community college did you attend?

Attended Cuesta College	
Percent	52.9%
Number of respondents	239
Attended Cal Poly	
Percent	.9%
Number of respondents	4
Attended Allan Hancock	
Percent	10.2%
Number of respondents	46
Attended another Community College	
Percent	21.7%
Number of respondents	98
Attended another college	
Percent	30.1%
Number of respondents	136

Asked only if Question 2 was 'Yes'
May add to more than 100%
due to multiple responses.

2.B. Are you currently enrolled in a course at a community college?

Yes	
Percent	9.3%
Number of respondents	42
No	
Percent	90.7%
Number of respondents	412

Asked only if Question 2 was "yes"

2.B.1. What Community College is that?

Cuesta College	
Percent	83.7%
Number of respondents	36
Allan Hancock	
Percent	11.6%
Number of respondents	5
Other	
Percent	4.7%
Number of respondents	2

Asked only if Questions 2 and 2.B. were "yes"

2.C. What best describes your main reason for taking the Community College courses?

To prepare for work	
Percent	30.9%
Number of respondents	139
To get a degree	
Percent	41.8%
Number of respondents	188
To get basic skills	
Percent	6.0%
Number of respondents	27
For personal improvement	
Percent	34.2%
Number of respondents	154
For some other reason	
Percent	6.0%
Number of respondents	27

Asked only if Question 2 was "yes"
May add to more than 100%
due to multiple responses.

2.C.1. What degree or certification are/were you working toward?

AA	
Percent.....	34.8%
Number of respondents.....	62
BA/BS	
Percent.....	49.4%
Number of respondents.....	88
MA	
Percent.....	1.1%
Number of respondents.....	2
Certificate	
Percent.....	2.8%
Number of respondents.....	5
Undecided	
Percent.....	2.8%
Number of respondents.....	5
Other	
Percent.....	8.4%
Number of respondents.....	15
Do not know	
Percent.....	.6%
Number of respondents.....	1

Asked only if Questions 2 was "Yes" and Question 2.C.1. was "To get a degree"

2.C.2. Are/were you training or preparing for your first job, or to move up in your current line of work, or to train for a different type of work?

First job	
Percent.....	13.4%
Number of respondents.....	17
Move up	
Percent.....	40.9%
Number of respondents.....	52
Train for different work	
Percent.....	24.4%
Number of respondents.....	31
Other	
Percent.....	18.9%
Number of respondents.....	24
Do not know	
Percent.....	2.4%
Number of respondents.....	3

Asked only if Questions 2 was "Yes" and Question 2.C.1. was "to prepare for work"

3. Are you planning to attend Cuesta College in the next 12 months?

Yes	
Percent.....	15.7%
Number of respondents.....	119
No	
Percent.....	79.7%
Number of respondents.....	604
Do not know	
Percent.....	4.6%
Number of respondents.....	35

4. If you were to attend Cuesta College, do you believe you would need any type of counseling?

Yes	
Percent	34.7%
Number of respondents	260
No	
Percent	61.3%
Number of respondents	460
Do not know	
Percent	4.0%
Number of respondents	30

4.A. Would this counseling be...

Need academic counseling	
Percent	62.8%
Number of respondents	162
Need vocational or career counseling	
Percent	52.7%
Number of respondents	136
Need personal counseling	
Percent	18.2%
Number of respondents	47
Need other counseling	
Percent	
Number of respondents	
Don't know what kind of counseling	
Percent	3.9%
Number of respondents	10

Asked only if Question 4 was "yes"
May add to more than 100% due to multiple responses.

4.B. Do you believe you would need any of the following assistance or services if you were to attend?

Need financial aid	
Percent	38.1%
Number of respondents	80
Need services for the handicapped	
Percent	6.2%
Number of respondents	13
Need women's program	
Percent	19.5%
Number of respondents	41
Need tutoring or learning assistance	
Percent	25.2%
Number of respondents	53
Need services for non-English speaking	
Percent	1.4%
Number of respondents	3
Need services for career information	
Percent	55.7%
Number of respondents	117
Need placement services	
Percent	34.8%
Number of respondents	73
Other	
Percent	2.4%
Number of respondents	5
Don't know what type of services I need	
Percent	10.0%
Number of respondents	21

Asked only if Question 4 was "yes"
May add to more than 100% due to multiple responses.

5. There are many obstacles that make it difficult for a person to attend community colleges. I am going to read a list of some of these reasons. As I read each one, please tell me whether it is very important, somewhat important, or not at all important to you as an obstacle to attending Cuesta College.

A. The community college doesn't offer what I want or need.

Very important	
Percent.....	26.1%
Number of respondents.....	131
Somewhat important	
Percent.....	17.6%
Number of respondents.....	88
Not important	
Percent.....	41.3%
Number of respondents.....	207
Do not know	
Percent.....	15.0%
Number of respondents.....	75

Asked only if the respondent had never attended Cuesta College

5.B. Going to a community college would conflict with my job

Very important	
Percent.....	21.8%
Number of respondents.....	109
Somewhat important	
Percent.....	17.6%
Number of respondents.....	88
Not important	
Percent.....	57.6%
Number of respondents.....	288
Do not know	
Percent.....	3.0%
Number of respondents.....	15

Asked only if the respondent had never attended Cuesta College

5.C. I can't afford to go to a community college

Very important	
Percent	13.2%
Number of respondents	66
Somewhat important	
Percent	13.6%
Number of respondents	68
Not important	
Percent	70.1%
Number of respondents	350
Do not know	
Percent	3.0%
Number of respondents	15

Asked only if the respondent had never attended Cuesta College

5.D. There is no convenient transportation for me

Very important	
Percent	16.2%
Number of respondents	81
Somewhat important	
Percent	12.4%
Number of respondents	62
Not important	
Percent	68.3%
Number of respondents	341
Do not know	
Percent	3.0%
Number of respondents	15

Asked only if the respondent had never attended Cuesta College

5.E. It is very difficult to find parking at the community college.

Very important	
Percent.....	14.2%
Number of respondents.....	71
Somewhat important	
Percent.....	17.0%
Number of respondents.....	85
Not important	
Percent.....	33.6%
Number of respondents.....	168
Do not know	
Percent.....	35.2%
Number of respondents.....	176

Asked only if the respondent had never attended Cuesta College

5.F. Child care/baby-sitting is a problem for me.

Very important	
Percent.....	15.2%
Number of respondents.....	76
Somewhat important	
Percent.....	7.6%
Number of respondents.....	38
Not important	
Percent.....	72.3%
Number of respondents.....	361
Do not know	
Percent.....	4.8%
Number of respondents.....	24

Asked only if the respondent had never attended Cuesta College

5.G. The community college campus is not conveniently located for me.

Very important	
Percent.....	22.0%
Number of respondents.....	110
Somewhat important	
Percent.....	25.3%
Number of respondents.....	127
Not important	
Percent.....	49.5%
Number of respondents.....	248
Do not know	
Percent.....	3.2%
Number of respondents.....	16

Asked only if the respondent had never attended Cuesta College

5.H. I'm too old to go back to school

Very important	
Percent.....	12.6%
Number of respondents.....	63
Somewhat important	
Percent.....	9.2%
Number of respondents.....	46
Not important	
Percent.....	75.0%
Number of respondents.....	376
Do not know	
Percent.....	3.2%
Number of respondents.....	16

Asked only if the respondent had never attended Cuesta College

5.I. I'm not sure I could succeed in a college environment.

Very important	
Percent.....	6.4%
Number of respondents.....	32
Somewhat important	
Percent.....	13.0%
Number of respondents.....	65
Not important	
Percent.....	77.4%
Number of respondents.....	388
Do not know	
Percent.....	3.2%
Number of respondents.....	16

Asked only if the respondent had never attended Cuesta College

5.J. I need a more advanced degree

Very important	
Percent.....	19.2%
Number of respondents.....	96
Somewhat important	
Percent.....	14.6%
Number of respondents.....	73
Not important	
Percent.....	62.4%
Number of respondents.....	312
Do not know	
Percent.....	3.8%
Number of respondents.....	19

Asked only if the respondent had never attended Cuesta College

6. Recently, have you thought about taking any courses at Cuesta College?

Yes	
Percent	33.4%
Number of respondents	169
No	
Percent	66.4%
Number of respondents	336
Do not know	
Percent	.2%
Number of respondents	1

6.A. Were you thinking about doing that ....

To prepare for work	
Percent	28.1%
Number of respondents	48
To get a college degree	
Percent	16.4%
Number of respondents	28
To improve basic skills	
Percent	2.3%
Number of respondents	4
For personal enrichment	
Percent	51.5%
Number of respondents	88
Other	
Percent	1.8%
Number of respondents	3

Asked only if question 6 was "yes".

7. Have you, or your family, ever attended or taken part in any other activity at Cuesta College?

Yes	
Percent.....	43.0%
Number of respondents.....	327
No	
Percent.....	56.6%
Number of respondents.....	430
Do not know	
Percent.....	.4%
Number of respondents.....	3

7.A. What one or two activities did you attend, or take part in most recently?

Concerts -- jazz, choir, etc.	
Percent	33.8%
Number of respondents	112
Theater -- plays, musicals, etc.	
Percent	30.2%
Number of respondents	100
Sporting events as spectator	
Percent	4.8%
Number of respondents	16
Sporting events as participant	
Percent	18.4%
Number of respondents	61
Special event days -- Women's day, etc.	
Percent	11.8%
Number of respondents	39
Exhibits -- art, etc.	
Percent	3.6%
Number of respondents	12
Short seminars, lectures or special classes	
Percent	9.7%
Number of respondents	32
Sales activities -- library, flea market, etc.	
Percent	3.6%
Number of respondents	12
College for kids	
Percent	1.5%
Number of respondents	5
Other	
Percent	15.7%
Number of respondents	52

Asked only if question 7 was "Yes"
May add to more than 100%
due to multiple responses.

7.B. Have you ever thought about participating in an activity at Cuesta College?

Yes	
Percent.....	24.8%
Number of respondents.....	99
No	
Percent.....	74.2%
Number of respondents.....	296
Do not know	
Percent.....	1.0%
Number of respondents.....	4

Asked only if question 7 was "no".

7.C. As you may know, Cuesta College offers a number of activities other than classes. I am going to read a list of some of these activities. Could you please tell me which one is of the greatest interest to you...

Performing arts	
Percent	40.6%
Number of respondents	41
Well-known speakers	
Percent	14.9%
Number of respondents	15
Short courses	
Percent	17.8%
Number of respondents	18
Consumer programs	
Percent	4.0%
Number of respondents	4
Special events	
Percent	6.9%
Number of respondents	7
Summer Sports for Kids	
Percent	5.0%
Number of respondents	5
College for kids	
Percent	2.0%
Number of respondents	2
other	
Percent	7.9%
Number of respondents	8
No opinion	
Percent	1.0%
Number of respondents	1

Asked only if question 7 was "no" and question 7.B. was "yes".

8. Are there other programs or activities that Cuesta College could offer that you would like to see developed?

Business/Government -- General	
Percent	1.5%
Number of respondents	11
Computer skills	
Percent	2.3%
Number of respondents	17
Engineering -- General	
Percent	1.1%
Number of respondents	8
Health -- General	
Percent	2.5%
Number of respondents	18
Arts/Music/Dance -- General	
Percent	3.4%
Number of respondents	25
Liberal Arts	
Percent	.7%
Number of respondents	5
Languages	
Percent	1.2%
Number of respondents	9
Childhood development/ care	
Percent	.1%
Number of respondents	1
Learning Disabled programs	
Percent	.8%
Number of respondents	6
Grant writing	
Percent	.1%
Number of respondents	1
Science/Math	
Percent	.7%
Number of respondents	5

May add to more than 100% due to multiple responses.

(continued)

8. Are there other programs or activities that Cuesta College could offer that you would like to see developed?

Vocational	
Percent	3.7%
Number of respondents	27
More Courses	
Percent	7.8%
Number of respondents	57
North County Courses	
Percent	3.6%
Number of respondents	26
Support Services	
Percent	1.5%
Number of respondents	11
Activities for the community	
Percent	2.1%
Number of respondents	15
Concerts	
Percent	1.5%
Number of respondents	11
Theater	
Percent	.8%
Number of respondents	6
Sports for community	
Percent	3.6%
Number of respondents	26
Seminars	
Percent	1.8%
Number of respondents	13
Children's programs -- general	
Percent	1.5%
Number of respondents	11
Other	
Percent	2.3%
Number of respondents	17

May add to more than 100% due to multiple responses.

(continued)

8. Are there other programs or activities that Cuesta College could offer that you would like to see developed?

Can not think of anything	
Percent.....	68.8%
Number of respondents.....	503

May add to more than 100% due to multiple responses.

9. Here are some statements that describe different purposes of California Community colleges. As I read each one, please tell me how important you feel it is for Cuesta College to be doing this.

A. To provide education and training which help people get jobs

Very important	
Percent.....	87.4%
Number of respondents.....	661
Somewhat important	
Percent.....	8.9%
Number of respondents.....	67
Not too important	
Percent.....	.4%
Number of respondents.....	3
Not at all important	
Percent.....	.7%
Number of respondents.....	5
No opinion	
Percent.....	2.6%
Number of respondents.....	20

B. To provide classes which people can use to transfer to a four year college or university.

Very important	
Percent.....	84.3%
Number of respondents.....	640
Somewhat important	
Percent.....	11.2%
Number of respondents.....	85
Not too important	
Percent.....	.5%
Number of respondents.....	4
Not at all important	
Percent.....	.8%
Number of respondents.....	6
No opinion	
Percent.....	3.2%
Number of respondents.....	24

C. To provide classes so people can develop an understanding of themselves and their surroundings.

Very important	
Percent.....	47.4%
Number of respondents.....	360
Somewhat important	
Percent.....	35.7%
Number of respondents.....	271
Not too important	
Percent.....	9.7%
Number of respondents.....	74
Not at all important	
Percent.....	2.6%
Number of respondents.....	20
No opinion	
Percent.....	4.5%
Number of respondents.....	34

D. To provide students with services such as counseling, job placement, career advice, and child care.

Very important	
Percent.....	74.2%
Number of respondents.....	565
Somewhat important	
Percent.....	18.4%
Number of respondents.....	140
Not too important	
Percent.....	1.4%
Number of respondents.....	11
Not at all important	
Percent.....	1.3%
Number of respondents.....	10
No opinion	
Percent.....	4.6%
Number of respondents.....	35

E. To help people improve basic skills such as reading and writing.

Very important	
Percent.....	81.8%
Number of respondents.....	619
Somewhat important	
Percent.....	9.5%
Number of respondents.....	72
Not too important	
Percent.....	3.2%
Number of respondents.....	24
Not at all important	
Percent.....	2.6%
Number of respondents.....	20
No opinion	
Percent.....	2.9%
Number of respondents.....	22

F. To provide people with the opportunity to continue their education on a life-long basis.

Very important	
Percent	71.2%
Number of respondents	542
Somewhat important	
Percent	21.6%
Number of respondents	164
Not too important	
Percent	2.5%
Number of respondents	19
Not at all important	
Percent	1.6%
Number of respondents	12
No opinion	
Percent	3.2%
Number of respondents	24

G. To provide people with cultural arts, recreation, and special interest programs.

Very important	
Percent	50.1%
Number of respondents	381
Somewhat important	
Percent	36.0%
Number of respondents	274
Not too important	
Percent	7.9%
Number of respondents	60
Not at all important	
Percent	3.3%
Number of respondents	25
No opinion	
Percent	2.8%
Number of respondents	21

Now, how good of a job do you feel Cuesta College is doing in this area?

H. To provide education and training which help people get jobs

Excellent	
Percent	18.3%
Number of respondents	139
Good	
Percent	32.6%
Number of respondents	247
Fair	
Percent	7.0%
Number of respondents	53
Poor	
Percent	1.1%
Number of respondents	8
No opinion	
Percent	41.0%
Number of respondents	311

I. To provide classes which people can use to transfer to a four year college or university.

Excellent	
Percent	26.3%
Number of respondents	199
Good	
Percent	30.7%
Number of respondents	233
Fair	
Percent	5.8%
Number of respondents	44
Poor	
Percent	1.1%
Number of respondents	8
No opinion	
Percent	36.1%
Number of respondents	274

J. To provide classes so people can develop an understanding of themselves and their surroundings.

Excellent	
Percent.....	12.0%
Number of respondents.....	91
Good	
Percent.....	31.3%
Number of respondents.....	238
Fair	
Percent.....	9.2%
Number of respondents.....	70
Poor	
Percent.....	.9%
Number of respondents.....	7
No opinion	
Percent.....	46.6%
Number of respondents.....	355

K. To provide students with services such as counseling, job placement, career advice, and child care.

Excellent	
Percent.....	11.2%
Number of respondents.....	85
Good	
Percent.....	28.0%
Number of respondents.....	213
Fair	
Percent.....	7.5%
Number of respondents.....	57
Poor	
Percent.....	2.4%
Number of respondents.....	18
No opinion	
Percent.....	50.9%
Number of respondents.....	387

L. To help people improve basic skills such as reading and writing.

Excellent	
Percent.....	15.0%
Number of respondents.....	113
Good	
Percent.....	26.1%
Number of respondents.....	197
Fair	
Percent.....	6.0%
Number of respondents.....	45
Poor	
Percent.....	1.5%
Number of respondents.....	11
No opinion	
Percent.....	51.5%
Number of respondents.....	389

M. To provide people with the opportunity to continue their education on a life-long basis.

Excellent	
Percent.....	22.2%
Number of respondents.....	169
Good	
Percent.....	35.3%
Number of respondents.....	268
Fair	
Percent.....	6.3%
Number of respondents.....	48
Poor	
Percent.....	.4%
Number of respondents.....	3
No opinion	
Percent.....	35.8%
Number of respondents.....	272

N. To provide people with cultural arts, recreation, and special interest programs.

Excellent	
Percent.....	16.1%
Number of respondents.....	122
Good	
Percent.....	35.8%
Number of respondents.....	271
Fair	
Percent.....	10.6%
Number of respondents.....	80
Poor	
Percent.....	1.3%
Number of respondents.....	10
No opinion	
Percent.....	36.3%
Number of respondents.....	275

10. Overall, how would you evaluate the job that Cuesta College has done in serving the needs and desires of people in your community?

Excellent	
Percent.....	30.3%
Number of respondents.....	230
Good	
Percent.....	48.9%
Number of respondents.....	372
Fair	
Percent.....	5.1%
Number of respondents.....	39
Poor	
Percent.....	.8%
Number of respondents.....	6
No opinion	
Percent.....	14.9%
Number of respondents.....	113

11. Are you employed?

Yes	
Percent	65.7%
Number of respondents	503
No	
Percent	34.2%
Number of respondents	262
Do not know	
Percent	.1%
Number of respondents	1

11.A. Are you employed full-time or part-time?

Full time	
Percent	77.3%
Number of respondents	391
Part time	
Percent	22.5%
Number of respondents	114
Do not know	
Percent	.2%
Number of respondents	1

Asked only if question 11 was "yes".

11.B. Do you intend to ...

Stay in same kind of job	
Percent.....	55.1%
Number of respondents.....	215
Move up to more advanced position	
Percent.....	28.2%
Number of respondents.....	110
Change the type of work altogether	
Percent.....	15.9%
Number of respondents.....	62
Do not know	
Percent.....	.8%
Number of respondents.....	3

Asked only if question 11 was "yes" and 11.A. was "full-time".

11.C. Do you believe that you will have to go somewhere to get additional training in order to do this?

Yes	
Percent.....	62.1%
Number of respondents.....	105
No	
Percent.....	34.3%
Number of respondents.....	58
Do not know	
Percent.....	3.6%
Number of respondents.....	6

Asked only if question 11.B. indicated they might change.

11.D. Are you seeking full-time employment, or do you plan to continue working part-time, or are you going to stop work soon?

Seeking full time employment	
Percent.....	18.4%
Number of respondents.....	21
Continue part time	
Percent.....	73.7%
Number of respondents.....	84
Plan to stop work soon	
Percent.....	4.4%
Number of respondents.....	5
Do not know-depends	
Percent.....	3.5%
Number of respondents.....	4

Asked only if question 11 was "yes" and 11.A. was "Part-time".

11.E. Do you believe that you will have to go somewhere to get additional training or instruction in order to do this?

Yes	
Percent.....	28.6%
Number of respondents.....	6
No	
Percent.....	61.9%
Number of respondents.....	13
Do not know	
Percent.....	9.5%
Number of respondents.....	2

Asked only if question 11.D was "seeking full-time employment".

11.F. Are you seeking employment?

Yes	
Percent.....	13.7%
Number of respondents.....	36
No	
Percent.....	85.9%
Number of respondents.....	225
Do not know	
Percent.....	.4%
Number of respondents.....	1

Asked only if question 11 was "no".

11.G. Do you believe you will need additional training or instruction in order to obtain employment?

Yes	
Percent.....	44.4%
Number of respondents.....	16
No	
Percent.....	50.0%
Number of respondents.....	18
Do not know	
Percent.....	5.6%
Number of respondents.....	2

Asked only if question 11 was "no" and question 11.F. was "yes".

11.H. In what field would this training or instruction be?

Business/Government -- General	
Percent	35.7%
Number of respondents	45
Computer skills	
Percent	12.7%
Number of respondents	16
Banking	
Percent	1.6%
Number of respondents	2
Engineering -- General	
Percent	17.5%
Number of respondents	22
Health -- General	
Percent	9.5%
Number of respondents	12
Arts/Music/Dance -- General	
Percent	2.4%
Number of respondents	3
Liberal Arts	
Percent	9.5%
Number of respondents	12
Languages	
Percent	1.6%
Number of respondents	2
Education	
Percent	1.6%
Number of respondents	2
Childhood development/ care	
Percent	.8%
Number of respondents	1

Asked only of respondents who said they would need additional training in questions 11.C., 11.E., or 11.G.
May add to more than 100% due to multiple responses.

(continued)

11.H. In what field would this training or instruction be?

Learning Disabled programs	
Percent	.8%
Number of respondents	1
Education -- start on advanced degree	
Percent	6.3%
Number of respondents	8
Science/Math	
Percent	6.3%
Number of respondents	8
Vocational	
Percent	11.9%
Number of respondents	15
More Courses	
Percent	3.2%
Number of respondents	4
North County Courses	
Percent	.8%
Number of respondents	1
Activities for the community	
Percent	.8%
Number of respondents	1
Seminars	
Percent	.8%
Number of respondents	1
Other	
Percent	2.4%
Number of respondents	3
Can not think of anything	
Percent	3.2%
Number of respondents	4

Asked only of respondents who said they would need additional training in questions 11.C., 11.E., or 11.G.
May add to more than 100% due to multiple responses.

11.I. How definite are you about going somewhere to get this training or instruction in the near future?

Definitely will do soon	
Percent	44.9%
Number of respondents	57
Probably will do soon	
Percent	33.1%
Number of respondents	42
Might do soon	
Percent	8.7%
Number of respondents	11
Probably will not do soon	
Percent	10.2%
Number of respondents	13
Definitely will not do so soon	
Percent	3.1%
Number of respondents	4

Asked only of respondents who said they would need additional training in questions 11.C., 11.E., or 11.G.

11.J. Do you think that a community college would be a good place for you to get this, or not?

Yes	
Percent	71.2%
Number of respondents	79
No	
Percent	25.2%
Number of respondents	28
Do not know	
Percent	3.6%
Number of respondents	4

Asked only if question 11.I. indicated there was a chance might do so soon.

12. Including yourself, how many people live in your household?

Mean	2.7
Median	2.0

13. How many years of formal education have you had and received credit for?

Mean	14.5
Median	14.0

14. We would also like to know your racial or ethnic background. Are you...

White	
Percent.....	89.0%
Number of respondents.....	682
Black	
Percent.....	2.2%
Number of respondents.....	17
Asian	
Percent.....	1.3%
Number of respondents.....	10
American Indian	
Percent.....	2.0%
Number of respondents.....	15
Other	
Percent.....	5.1%
Number of respondents.....	39
Refused	
Percent.....	.4%
Number of respondents.....	3

14.A. Do you happen to be of Hispanic or Spanish descent?

Yes	
Percent.....	8.7%
Number of respondents.....	61
No	
Percent.....	91.2%
Number of respondents.....	640
Do not know	
Percent.....	.1%
Number of respondents.....	1

Asked only if question 14 was "Caucasian/White" or "Other".

14.B. Are you of Mexican descent?

Yes	
Percent.....	61.7%
Number of respondents.....	37
No	
Percent.....	38.3%
Number of respondents.....	23

Asked only if question 14.B. was "yes".

15. Do you speak a language, other than English, on a regular basis?

Yes	
Percent.....	10.7%
Number of respondents.....	82
No	
Percent.....	89.3%
Number of respondents.....	683

15.A. And what language is that?

Spanish	
Percent.....	66.3%
Number of respondents.....	55
Chinese	
Percent.....	2.4%
Number of respondents.....	2
Other	
Percent.....	31.3%
Number of respondents.....	26

Asked only if question 15 was "yes".

15.B. If you were to attend courses at Cuesta College, would you prefer to have the course taught in English or in (language from 15.A.)?

English	
Percent.....	85.0%
Number of respondents.....	68
Other language	
Percent.....	7.5%
Number of respondents.....	6
No preference	
Percent.....	7.5%
Number of respondents.....	6

Asked only if question 15 was "yes".

16. Do you have any physical, communication or learning disability that might make it difficult for you to participate in the regular activities of a community college?

Yes	
Percent	8.5%
Number of respondents	65
No	
Percent	91.4%
Number of respondents	700
Do not know	
Percent	.1%
Number of respondents	1

16.A. What is the nature of the disability or limitation that you have?

Visual limitation	
Percent	12.5%
Number of respondents	8
Mobility-orthopedic limitation	
Percent	32.8%
Number of respondents	21
Other health limitation	
Percent	6.3%
Number of respondents	4
Hearing limitation	
Percent	12.5%
Number of respondents	8
Speech-language limitation	
Percent	9.4%
Number of respondents	6
Learning disability	
Percent	12.5%
Number of respondents	8
Other	
Percent	14.1%
Number of respondents	9

Asked only if question 16 was "yes".

17. How long have you lived in San Luis Obispo County?

Mean	14.6
Median	11.0

18. How old were you on your last birthday?

Mean	43.3
Median	40.0

19. I will be listing several income categories. Please tell me which level your household falls into, before taxes. Was it....

Below $20,000	
Percent.....	20.0%
Number of respondents.....	153
Between $20,000 $40,000	
Percent.....	35.2%
Number of respondents.....	269
Between $40,000 and $60,000	
Percent.....	21.7%
Number of respondents.....	166
Over $60,000	
Percent.....	16.5%
Number of respondents.....	126
Refused	
Percent.....	5.0%
Number of respondents.....	38
Do not know	
Percent.....	1.7%
Number of respondents.....	13

20. Respondent's sex.

Male	
Percent.....	50.1%
Number of respondents.....	385
Female	
Percent.....	49.9%
Number of respondents.....	384

21. Area of county were respondent resides.

South County	
Percent.....	26.5%
Number of respondents.....	204
North County	
Percent.....	31.7%
Number of respondents.....	244
North Coastal	
Percent.....	17.6%
Number of respondents.....	135
San Luis Obispo	
Percent.....	24.2%
Number of respondents.....	186

22. Cuesta does not offer what I want, by the area of the county of residence.

	South County	North County	North Coastal	San Luis Obispo
Very important.....	30.1%	21.6%	24.1%	28.4%
Somewhat important..	13.1%	20.9%	11.4%	23.3%
Not important.....	37.3%	43.8%	48.1%	38.8%
Do not know.....	19.6%	13.7%	16.5%	9.5%

23. Going to a community college would conflict with my job, by the area of the county of residence.

	South County	North County	North Coastal	San Luis Obispo
Very important.....	22.9%	28.1%	17.9%	14.7%
Somewhat important..	19.6%	15.7%	11.5%	21.6%
Not important.....	53.6%	54.9%	65.4%	61.2%
Do not know.....	3.9%	1.3%	5.1%	2.6%

24. I can not afford to go to a community college, by the area of the county of residence.

	South County	North County	North Coastal	San Luis Obispo
Very important.....	17.5%	15.1%	9.0%	7.8%
Somewhat important..	14.9%	13.8%	14.1%	11.3%
Not important.....	63.6%	68.4%	73.1%	79.1%
Do not know.....	3.9%	2.6%	3.8%	1.7%

25. There is not convenient transportation, by the area of the county of residence.

	South County	North County	North Coastal	San Luis Obispo
Very important.....	21.6%	20.4%	12.8%	6.0%
Somewhat important..	11.8%	15.1%	7.7%	12.9%
Not important.....	62.7%	63.2%	75.6%	77.6%
Do not know.....	3.9%	1.3%	3.8%	3.4%

Chi Square is statistically significant at the .05 level.

26. It is very difficult to find parking,
by the area of the county of residence.

	South County	North County	North Coastal	San Luis Obispo
Very important.....	14.4%	15.7%	20.5%	7.8%
Somewhat important..	19.0%	12.4%	17.9%	19.8%
Not important.....	31.4%	28.8%	28.2%	46.6%
Do not know.....	35.3%	43.1%	33.3%	25.9%

Chi Square is statistically significant at the .01 level.

27. Child care is a problem,
by the area of the county of residence.

	South County	North County	North Coastal	San Luis Obispo
Very important.....	18.3%	17.8%	9.0%	12.1%
Somewhat important..	9.2%	7.2%	5.1%	7.8%
Not important.....	68.6%	71.1%	79.5%	74.1%
Do not know.....	3.9%	3.9%	6.4%	6.0%

28. The community college campus is not conveniently located,
by the area of the county of residence.

	South County	North County	North Coastal	San Luis Obispo
Very important.....	30.5%	30.1%	11.5%	6.9%
Somewhat important..	23.4%	29.4%	16.7%	28.4%
Not important.....	43.5%	38.6%	66.7%	60.3%
Do not know.....	2.6%	2.0%	5.1%	4.3%

Chi Square is statistically significant at the .001 level.

29. I am too old to go back to school, by the area of the county of residence.

	South County	North County	North Coastal	San Luis Obispo
Very important.....	11.0%	13.1%	19.2%	9.5%
Somewhat important..	9.7%	10.5%	9.0%	6.9%
Not important.....	76.0%	74.5%	67.9%	79.3%
Do not know.....	3.2%	2.0%	3.8%	4.3%

30. I am not sure I could succeed in college, by the area of the county of residence.

	South County	North County	North Coastal	San Luis Obispo
Very important.....	8.4%	5.9%	9.0%	2.6%
Somewhat important..	16.9%	11.8%	11.5%	10.3%
Not important.....	72.7%	78.4%	75.6%	83.6%
Do not know.....	1.9%	3.9%	3.8%	3.4%

31. I need a more advanced degree, by the area of the county of residence.

	South County	North County	North Coastal	San Luis Obispo
Very important.....	22.1%	14.5%	14.1%	25.0%
Somewhat important..	16.2%	15.1%	9.0%	15.5%
Not important.....	58.4%	66.4%	73.1%	55.2%
Do not know.....	3.2%	3.9%	3.8%	4.3%

32. Overall, how do the respondents evaluate Cuesta, by the area of the county of residence.

	South County	North County	North Coastal	San Luis Obispo
Excellent.....	20.6%	29.8%	35.3%	37.6%
Good.....	53.8%	49.6%	45.1%	45.7%
Fair.....	6.5%	6.2%	4.5%	2.7%
Poor.....	1.0%	.8%	1.5%	
No opinion.....	18.1%	13.6%	13.5%	14.0%

33. Comparisons of responses between the 1980 and 1990 community surveys. Figures given in percentages.

	1980	1990
Know the name of the college in area -- named Cuesta	89.7	90.9
Ever attend any classes at Cuesta?	30.7	31.6
Ever taken part in other activity at Cuesta?	36.5	43.0
Main reason for taking most recent community college course:		
Prepare for work	33.9	30.9
Get degree	40.3	41.8
Improve basic skills	10.5	6.8
Personal improvement	37.1	34.2
Need counseling if attended?	39.3	34.7

(Continued)

33. Comparisons of responses between the 1980 and 1990 community surveys. Figures given in percentages.

How important are the following things for a community college to be doing, and how good of a job is Cuesta College doing at this?	1980	1990
Training for jobs is "very important"	80.4	87.4
Cuesta training for jobs is "excellent"	19.1	18.3
Transfer education is "very important"	81.9	84.3
Cuesta transfer education is "excellent"	28.7	26.3
General education is "very important"	45.1	47.4
Cuesta general education is "excellent"	31.9	12.0
Basic skills education is "very important"	80.6	81.8
Cuesta basic skills education is "excellent"	18.9	15.8
Life long learning is "very important"	67.8	71.2
Cuesta life-long learning is "excellent"	23.7	22.2
Supportive student services is "very important"	66.2	74.2
Cuesta students services are "excellent"	12.0	18.1

Overall evaluation of Cuesta College is "excellent"	35.2	30.3

(Continued)

33. Comparisons of responses between the 1980 and 1990 community surveys. Figures given in percentages.

"Very important" obstacles to attending Cuesta College	1980	1990
No convenient transportation	22.8	16.2
Parking is a problem	12.5	14.2
Child care/baby sitting is a problem	10.4	15.2
Campus is not conveniently located	19.3	22.0
Respondent is too old to return to school	7.3	12.6
Not sure of success in college environment	10.3	6.4

Employed	53.1	65.7
Have disability which would interfere with attending Cuesta College	5.8	8.5

Appendix B
Cuesta College Community Needs Survey
Questionnaire and Administration Materials

Interviewer:_____ ID#_____

Cuesta College
Community Needs Survey
May-June, 1990

INTRODUCTION:

Hello, my name is _____.
I am calling from one of the local colleges. I am conducting a survey for the college. We are NOT selling anything, nor do I belong to an organization for you to join. The college is attempting to plan its programs for the next five years, and we are calling people in San Luis Obispo County to measure public opinion about some important issues facing the college.

We have a difficult time getting men to answer our questions, so if there is an adult man at home, may I speak to him? (We need to interview the correct number of men and women, so could please I speak to the man of the house?)

IF NO MALE ADULT AVAILABLE -- SAY: Then may I interview you (if it is an adult), or say Then may I speak to the woman of the house?

Did you get a Male _____ or a Female____

WHEN YOU HAVE ELIGIBLE ADULT, START TO INTERVIEW.
****

As you may know, here in California we have local community colleges. These are two year colleges, sometimes called junior colleges.

I would like to ask you a few questions about these colleges and get your impressions of them.

(5) First, do you happen to know the name of the community college in your area? (IF ANSWERS YES, BUT DO NOT NAME IT, ASK: FOR THEM TO NAME IT)

1 Cuesta College SKIP TO 8
2 Cal Poly
3 Allan Hancock
4 Other community college
5 other _____
6 none (no answer)

(6-7)

Well, as it happens, the community college in you area is Cuesta Community College which is commonly referred to as Cuesta College. Before I called, had you ever heard of this college?	Yes, that is a college in your area. However, we are calling about another college in your area which is called Cuesta College. Before I called, had you ever heard of this college?
1 Yes	1 Yes
2 No → (SKIP TO EMPLOYMENT QUESTION)	2 No → (SKIP TO EMPLOYMENT QUESTION)
3 DK → (SKIP TO EMPLOYMENT QUESTION)	3 DK → (SKIP TO EMPLOYMENT QUESTION)

(8) Have you ever attended classes at a community college?

1. Yes
2. No → Go To 25
3. DK

(9-14) What community college did you attend? (Multiple responses OK)?

___ Cuesta College
___ Cal Poly
___ Allan Hancock
___ Other community college
___ other _____
___ DK

(15) Are you currently enrolled in a course at a community college?

1 Yes
2 No
3 DK

(16) Which community college is that?

1 Cuesta
2 Allan Hancock
3 Other_____
4 DK

(17-22) Thinking about the last community college courses you took (OR: Thinking about the community college courses you are taking now), which of these best describes your **MAIN** reason for taking this...was it...READ CATEGORIES (MULTIPLE RESPONSE OK)

___ To prepare for work (Ask 24)
___ To get a college degree or certificate (Ask 23)
___ To improve basic skills such as reading and writing (GO TO 25)
___ For personal improvement or enrichment (GO TO 25)
___ For some other reason (ASK FOR EXPLANATION) (GO TO 25)
_____
_____
___ DK (GO TO 25)

Continue on Next Page

(23) What degree or certificate (are)(were) you working toward? (DO NOT READ CATEGORIES)	(24) (Are)(Were) you training or preparing for your first job, or to move up in your current line of work, or to train for a different type of work?
1 AA	1 First Job
2 BA/BS	2 Move Up
3 MA	3 Train for different work
4 Certificate of Competency/completion/Proficiency or Occupational Certificate	4 Other_____
5 Doctorate or Professional Degree	5 DK
6 Undecided	
7 Other (ASK FOR EXPLANATION)__ _____ _____ _____ _____	
8 DK	

(25) Are you planning to attend Cuesta college in the next 12 months?

1 Yes

2 No

3 DK

(short page)

(26) If you **were** to attend Cuesta College, do you believe you would need any type of counseling?

1 Yes

2 No

3 DK

(27-31) Would this counseling be...READ CATEGORIES (MULTIPLE RESPONSE IS OK).

___ Academic Counseling

___ Vocational or Career Counseling

___ Personal Counseling

___ DO NOT READ Other (ASK FOR EXPLANATION)

___ DK

(32-41) Do you believe you would need any of the following assistance or services if you were to attend...READ CATEGORIES

___ Financial Aid?

___ Services for the handicapped?

___ Women's Program Services?

___ Tutoring/Learning Assistance?

___ Services for the limited or non-English speaking?

___ Career Information?

___ Placement Services?

___ Any other Special Services? (ASK FOR EXPLANATION)

_____

_____

___ DK

(Short page)

ASK THE FOLLOWING TWO QUESTIONS ONLY IF THEY HAVE NEVER ATTENDED CUESTA COLLEGE.

(42 -51) There are many obstacles that make it difficult for a person to attend community colleges... I am going to read a list of some of these reasons. As I read each one, please tell me whether it is very important, somewhat important, or not at all important to you as an obstacle to attending Cuesta College. (START WITH THE CHECKED ITEM.)

	Very Important	Somewhat Important	Not Important	Don't Know
☐ a The community college doesn't offer what I want or need.	3	2	1	0
☐ b Going to a community college would conflict with my job.	3	2	1	0
☐ c I can't afford to go to a community college.	3	2	1	0
☐ d There is no convenient transportation for me.	3	2	1	0
☐ e It is very difficult to find parking at the community college.	3	2	1	0
☐ f Child care/baby-sitting is a problem for me.	3	2	1	0
☐ g The community college campus is not conveniently located for me.	3	2	1	0
☐ h I'm too old to go back to school.	3	2	1	0
☐ i I'm not sure I could succeed in a college environment.	3	2	1	0
☐ j I need a more advanced degree.	3	2	1	0

(52) Recently, have you thought about taking any courses at Cuesta College?

1 Yes
2 No
3 DK

(53) Were you thinking about doing that .... READ CATEGORIES

1 To prepare for work
2 To get a college degree or certificate
3 To improve basic skills such as reading and writing
4 For personal improvement or enrichment
5 Some other reason (ASK FOR EXPLANATION)

_____
_____
_____

6 DK

(54) Have you, or your family, ever attended or taken part in any other activity at Cuesta College?

1 Yes

2 No

3 DK

(55-56) If yes ask: What one or two activities did you attend, or take part in most recently?

1 _____

2 _____

(57) Have you ever thought about participating in an activity at Cuesta College?

1 Yes

2 No

3 DK

(58) As you may know, Cuesta College offers a number of activities other than classes. I am going to read a list of some of these activities. Could you please tell me which one is of the greatest interest to you...READ CATEGORIES

1 Performing Arts, like opera or mariachis

2 Well-known speakers

3 Short courses and workshops

4 Consumer programs

5 Special events like senior citizens' day or children's plays

6 Summer Sports for Kids

7 College for Kids

8 Other (Ask them to explain)_____

_____

9 DO NOT READ No Opinion

(59-64) Are there other programs or activities that Cuesta College could offer that you would like to see developed? (PROBE: GET THEM TO BE SPECIFIC.)

_____

_____

_____

Here are some statements that describe different purposes of California community colleges...as I read each one, please tell me how important you feel it is for Cuesta College to be doing this and then how good a job you feel the college is doing.

Here is the first one...START WITH STATEMENT CHECKED ASK FOR EACH:

A. Do you feel that is very important, somewhat important, not too important or not at all important?

B. Do you feel Cuesta College is doing an excellent, good, fair, or poor job in this area? (IF THEY DON'T KNOW ENOUGH TO RATE, RECORD, "NO OPINION")

(65-78)

		A. Very Impt	Some-what	Not too	Not at all	No Opin.	B. Excel	Good	Fair	Poor	No Opin
☐ a	To provide education and training which help people get jobs	4	3	2	1	0	4	3	2	1	0
☐ b	To provide classes which people can use to transfer to a four year college or university.	4	3	2	1	0	4	3	2	1	0
☐ c	To provide classes so people can develop an understanding of themselves and their surroundings.	4	3	2	1	0	4	3	2	1	0
☐ d	To provide students with services such as counseling, job placement, career advice, and child care.	4	3	2	1	0	4	3	2	1	0
☐ e	To help people improve basic skills such as reading and writing.	4	3	2	1	0	4	3	2	1	0
☐ f	To provide people with the opportunity to continue their education on a life-long basis.	4	3	2	1	0	4	3	2	1	0
☐ g	To provide people with cultural arts, recreation, and special interest programs.	4	3	2	1	0	4	3	2	1	0

(79) Overall, how would you evaluate the job that Cuesta College has done in serving the needs and desires of people in your community? Would you say it's done...READ CATEGORIES

1 An excellent job

2 A good job

3 Only a fair job

4 A poor job

5 DO NOT READ No opinion

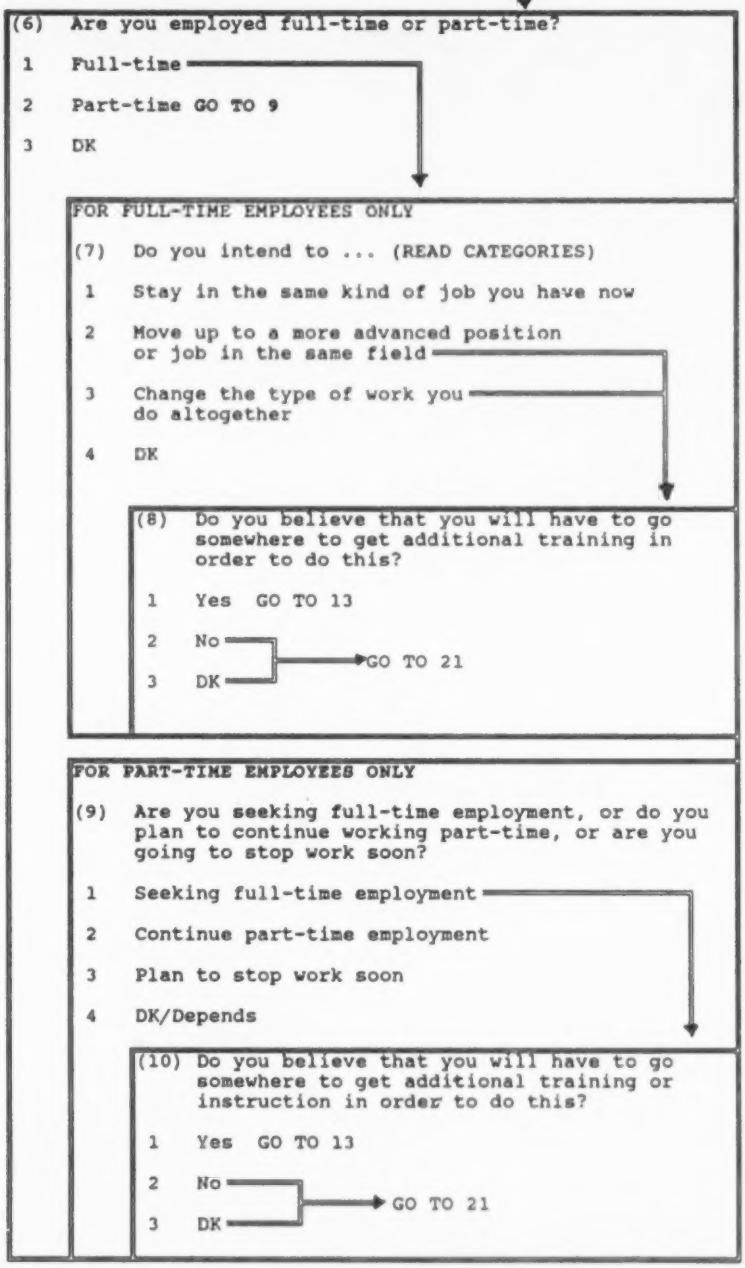
(80=1)(1-4=ID)

Now I would like to ask you a few questions about yourself. Many of the questions will be so that we can compare the people we contact to the total population to make sure we have an accurate sample.

(5) Are you employed?

1 Yes

2 No **GO TO 11, NEXT PAGE**


(6) Are you employed full-time or part-time?
1 Full-time
2 Part-time GO TO 9
3 DK
FOR FULL-TIME EMPLOYEES ONLY
(7) Do you intend to ... (READ CATEGORIES)
1 Stay in the same kind of job you have now
2 Move up to a more advanced position or job in the same field
3 Change the type of work you do altogether
4 DK
(8) Do you believe that you will have to go somewhere to get additional training in order to do this?
1 Yes GO TO 13
2 No
3 DK
GO TO 21
FOR PART-TIME EMPLOYEES ONLY
(9) Are you seeking full-time employment, or do you plan to continue working part-time, or are you going to stop work soon?
1 Seeking full-time employment
2 Continue part-time employment
3 Plan to stop work soon
4 DK/Depends
(10) Do you believe that you will have to go somewhere to get additional training or instruction in order to do this?
1 Yes GO TO 13
2 No
3 DK
GO TO 21

ASK ONLY OF PEOPLE WHO ARE NOT EMPLOYED

(11) Are you seeking employment?

1 Yes

2 No -- GO TO 21

3 DK/Uncertain

(12) Do you believe that you will need additional training or instruction in order to obtain employment?

1 Yes GO TO 13

2 No → GO TO 21

3 DK → GO TO 21

ASK ONLY OF PEOPLE WHO HAVE TO GET ADDITIONAL TRAINING OR INSTRUCTION.

(13-18) In what field would this training or instruction be? [PROBE]
TRY TO GET AS SPECIFIC AS POSSIBLE ... WRITE DOWN EXACTLY WHAT THEY SAY!!!

(19) How definite are you about going somewhere to get this training or instruction in the near future ... do you think you will ... READ CATEGORIES

1 Definitely do so soon

2 Probably will do so soon

3 Might do so soon

4 Probably will not do so soon

5 Definitely will not do so soon

6 DK

(20) Do you think that a community college would be a good place for you to get this, or not?

1 Yes

2 No

3 DK

(21-22) Including yourself, how many people live in your household?

_____

(23-24) How many years of formal education have you had and received credit for?

_____

(25) We would also like to know your racial or ethnic background. Are you Caucasian, Black, Asian, American Indian or some other race?

1 Caucasian/White
2 Black
3 Asian
4 American Indian
5 Other
6 Refused
7 DK

(26) Do you happen to be of Hispanic or Spanish descent?

1 Yes
2 No
3 DK

(27) Are you of Mexican descent?

1 Yes
2 No
3 DK

(28) Do you speak a language, other than English, on a regular basis?

1 Yes

2 No

3 DK

(29) And what language is that?

1 Spanish

2 Vietnamese

3 Chinese

4 Tagalog

5 Other_____

_____

(30) If you were to attend courses at Cuesta College,would you prefer to have the course taught in English or in (RESPONSE TO QUESTIONS #29)?

1 English

2 Other Language

3 No preference

(31) Do you have any physical, communication or learning disability that might make it difficult for you to participate in the regular activities of a community college?

1 Yes

2 No

3 DK

(32) What is the nature of the disability or limitation that you have? IF NECESSARY, GO OVER LIST WITH RESPONDENT TO GET DISABILITY PROPERLY CLASSIFIED (DON'T PROMPT BUT SAY "COULD YOU TELL ME WHAT CATEGORY THAT WOULD FALL UNDER?")

1 Visual Limitation

2 Mobility/Orthopedic Limitation

3 Other Health Limitation

4 Hearing Limitation

5 Speech/Language Limitation

6 Learning Disability

7 Other (ASK FOR EXPLANATION)_____

_____

(33-34) How long have you lived in San Luis Obispo County?

_____ (years)

(35-36) How old were you on your last birthday? IF RESPONDENT HESITANT TO ANSWER.

SAY: Well, could you just give me a general idea?

_____

(37) I will be listing several income categories. Please tell me which level your household falls into, before taxes. Was it....

1 below $20,000

2 between $20,00 and $40,000

3 between $40,000 and $60,000

4 over $60,000

5 Refused

6 DK

Now just in case my supervisor needs to verify that this interview was conducted, could you please tell me whether I have dialed (READ NUMBER THEN WRITE IN BELOW)

Telephone Number_____

THANK RESPONDENT FOR HIS/HER COOPERATION

(38) RECORD SEX OF RESPONDENT: MALE_____ FEMALE_____
(YOU DO NOT ASK)

(39-40) City of residence of the respondent

01	Arroyo Grande	12	Los Osos	23	Shell Beach
02	Atascadero	13	Morro Bay	24	Templeton
03	Avila Beach	14	Nipomo	25	Other
04	Baywood Park	15	Oceano	99	DK
05	Cambria	16	Paso Robles		
06	Cayucos	17	Pismo Beach		
07	Creston	18	San Luis Obispo		
08	Grover City	19	San Miguel		
09	Guadalupe	20	San Simeon		
10	Halcyon	21	Santa Margarita		
11	Harmony	22	Shandon		

CHECK OFF LIST

Be for you sign off on this questionnaire, be sure you have:

1. Check over all of the questions. Have you missed any questions? Have you made sure that every question that was answered has the answer code circled? How about income and sex??

   About recording the city?

2. Make sure your handwriting is clear.

3. Put interview ID# on phone call sheet.

INTERVIEWER INITIALS FOR SIGN OFF:_____

Phone Call List
Cuesta Community Needs Survey

Phone #_ _ _ - _ _ _ _ Questionnaire # _____

City _____

Contact Attempts	Date	Time	Disposition Code	Interviewer Initials
1	__/__	__:__	_____	_____
2	__/__	__:__	_____	_____
3	__/__	__:__	_____	_____
4	__/__	__:__	_____	_____
5	__/__	__:__	_____	_____

Notes

1. _____
2. _____
3. _____
4. _____
5. _____

Disposition Codes	Explanation
10	No answer after seven rings
11	Busy, after one immediate redial
12	Answering machine (residence)
13	Household language barrier
14	Answered by nonresident
15	Household refusal; use 15H for immediate hang-up without comment
20	Disconnected or other nonworking
21	Temporarily disconnected
22	Business, other nonresidence
23	No one meets eligibility criteria
30	Selected respondent temporarily unavailable
31	Selected respondent unavailable during field period
32	Selected respondent unavailable due to physical/ mental handicap
33	Partial interview
34	Completed interview

GENERAL ANSWERS TO RESPONDENT'S QUESTIONS

1. What is the name of the college? Say:

   I can not tell you that right away because the first question asks you to give the name of the college. If I could just start, I think you will understand more about the purpose of the survey.

2. If they want to know how their name was selected:

   Your phone number was chosen randomly. We don't know your name or where you live.

3. If they want to back out after starting the interview, or question the legitimacy further:

   The college that asked for the survey to be conducted is trying to develop a five year plan. In order to do that correctly, they need information form the community that they serve. Its hard for them to do rational planning without information.

4. If they show concern about getting involved:

   All the answers you give will be strictly confidential. The interview schedule I will use to record your answers will not have your name on it. We are asking the same questions of about 1,000 people, and the answers will be combined and used in a summary form only.

5. If they want to back out after starting the interview, or ask the question, "How do I know this is a legitimate survey?":

   During the day you may call Dr. Peter Hagen at Cuesta College at 546-3113 or Impact Research Associates at 543- 9162.

ERIC Clearinghouse for
Junior Colleges

MAR 2 2 1991